

## Message Text

UNCLASSIFIED

PAGE 01 ISTANB 01700 200816Z

15

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 NEA-09 RSC-01 DRC-01 /023 W

----- 089368

P R 200840Z JUN 74

FM AMCONSUL ISTANBUL

TO USDOC WASHDC PRIORITY

AMCONSUL GENEVA PRIORITY

INFO AMEMBASSY ANKARA

SECSTATE WASHDC 5268

AMCONSUL IZMIR

UNCLAS ISTANBUL 1700

E.O. 11652: N/A

TAGS: BEXP, TU

SUBJECT: 1974 IZMIR FAIR - TIMEX PARTICIPATION

1. IN ANTICIPATION OF AGENCY AGREEMENT UNDER NEGOTIATION BY LOCAL FIRM WITH TIMEX CORPORATION, WE REQUESTED AND RECEIVED FROM MINISTRY OF COMMERCE \$50,000 QUOTA FOR WRIST AND POCKET WATCHES FOR 1974 IZMIR INTERNATIONAL FAIR. WE NOW INFORMED THAT AGENCY AGREEMENT HAS NOT BEEN CONCLUDED. HOWEVER, WE WANT TO ENCOURAGE TIMEX TO UTILIZE THIS QUOTA BECAUSE THERE IS GOOD REASON TO BELIEVE THAT TIMEX COULD BREAK THE VIRUTAL SWISS MONOPOLY ON WATCHES IN THIS MARKET AND BECAUSE SALES PROSPECTS IN THIS FIELD HAVE EXCELLENT POTENTIAL. WE UNDERSTAND THAT TIMEX EUROPEAN REP IN MONACO IS ENTHUSIASTIC ABOUT PROSPECTS FOR SALES IN TURKEY. EVEN THOUGH TIMEX CURRENTLY NOT REPRESENTED IN TURKEY, US PAVILION MANAGER CAN ARRANGE FOR APPROPRIATE DISPLAY AND SUITABLE ATTENDANT DURING ONE MONTH PERIOD OF FAIR BEGINNING AUGUST 20. HE HAS, IN FACT, MADE SIMILAR ARRANGEMENTS IN PAST FOR OTHER FIRMS NOT REPRESENTED IN TURKEY.

2. ACTION REQUESTED FROM USDOC. CONTACT TIMEX CORPORATION, 37516 PARTICIPATE WITH ATTRACTIVE DISPLAY AND REPRESENTATIVE SAMPLE OF THEIR PRODUCTS. APPROXIMATE COST WOULD BE: (1) REGISTRATION FEE OF \$222, (2) PARTICIPATION FEE: 3 PCT OF QUOTA WHICH WOULD BE \$1,500. IN ADDITION TO MAKING POINTS CONCERNING MARKET POTENTIAL, USDOC SHOULD ALSO POINT OUT THAT DISPLAY AT IZMIR FAIR WOULD OFFER

UNCLASSIFIED

PAGE 02 ISTANB 01700 200816Z

TIMEX OPPORTUNITY TO SELECT SUITABLE AGENT, IN WHICH CONGEN WOULD DO

ALL POSSIBLE TO ASSIST.

3. ACTION FOR GENEVA: APPRECIATE YOUR PASSING ABOVE INFORMATION  
TO MR. R.L. MAKI, VICE PRESIDENT MARKETING, TMX INTERNATIONAL  
S.A., P.O. BOX 105, LAUSANNE 6, SWITZERLAND.  
MACE

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 20 JUN 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974ISTANB01700  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D740161-0373  
**From:** ISTANBUL  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1974/newtext/t19740629/aaaaayoz.tel  
**Line Count:** 67  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** izenbei0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 17 JUN 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <17 JUN 2002 by phillir0>; APPROVED <14 JAN 2003 by izenbei0>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** 1974 IZMIR FAIR - TIMEX PARTICIPATION  
**TAGS:** BEXP, TU  
**To:** COM GENEVA  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005